

ORDER



Orders
Order / Rev: 704843
Alt Order #: 06265505
Product Desc: RNC-ROMNEY
Estimate: 17
Flight Dates: 08/08/12 - 08/14/12
Original Date / Rev: 08/07/12 / 08/13/12
Order Type: Political

WJXX-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney, M/ RNC
Demographic: A35+
Product Codes: IS-Candidate/Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	119	\$19,140.00	\$16,269.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	119	\$19,140.00	\$16,269.00	0.00
Totals	119	\$19,140.00	\$16,269.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WJXX	08/13/12	08/14/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	MT-----	:30	2	\$115.00	P-3	0.00	NM	2	\$230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2				\$115.00		0.00			
2	WJXX	08/08/12	08/10/12	GMJ M-F 6a-7a	CM	M-F 6a-7a	--WTF--	:30	3	\$115.00	P-3	0.00	NM	3	\$345.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$115.00		0.00			
3	WJXX	08/08/12	08/10/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	--222--	:30	6	\$125.00	P-3	0.00	NM	6	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--222--		6				\$125.00		0.00			
4	WJXX	08/13/12	08/14/12	Good Morning America M-F 7a-9a	CM	M-F 7a-9a	22-----	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	22-----		4				\$125.00		0.00			
5	WJXX	08/08/12	08/10/12	Regis & Kelly Regis & Kelly	CM	M-F 9a-10a	--WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3				\$100.00		0.00			
6	WJXX	08/13/12	08/14/12	M-F 10-11AM M-F 10a-11a	CM	M-F 10a-11a	MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00

Order / Rev: 704843
 Alt Order #: 06265505
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney, M/ RNC
 Product Desc: RNC-ROMNEY
 Estimate: 17
WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WJXX	08/13/12	08/14/12	M-F 10-11AM M-F 10a -11a	CM	M-F 10a -11a MT-----	:30	2	\$80.00	P-3	0.00	NM	2	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$80.00			0.00			
7	WJXX	08/08/12	08/10/12	The View M-F 11a-12p View	CM	M-F 11a-12p --WTF--	:30	3	\$225.00	P-3	0.00	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3		\$225.00			0.00			
8	WJXX	08/13/12	08/14/12	The View M-F 11a-12p View	CM	M-F 11a-12p MT-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$225.00			0.00			
9	WJXX	08/08/12	08/10/12	The Chew The Chew	CM	M-F 1-2p --WTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3		\$100.00			0.00			
10	WJXX	08/13/12	08/14/12	The Chew The Chew	CM	M-F 1-2p MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$100.00			0.00			
11	WJXX	08/08/12	08/10/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p --WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3		\$130.00			0.00			
12	WJXX	08/13/12	08/14/12	GMA in the Afternoon GMA in the Afternoon	CM	2-3p MT-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$130.00			0.00			
13	WJXX	08/13/12	08/14/12	General Hospital General Hospital	CM	M-F 3p-4p MT-----	:30	2	\$130.00	P-3	0.00	NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$130.00			0.00			
14	WJXX	08/08/12	08/10/12	General Hospital General Hospital	CM	M-F 3p-4p --WTF--	:30	3	\$130.00	P-3	0.00	NM	3	\$390.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3		\$130.00			0.00			
15	WJXX	08/13/12	08/14/12	4-5p M-F 4-5p	CM	M-F 4-5p MT-----	:30	2	\$60.00	P-3	0.00	NM	2	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	MT-----		2		\$60.00			0.00			
16	WJXX	08/08/12	08/10/12	4-5p M-F 4-5p	CM	M-F 4-5p --WTF--	:30	3	\$60.00	P-3	0.00	NM	3	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--WTF--		3		\$60.00			0.00			
17	WJXX	08/13/12	08/14/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p 22-----	:30	4	\$90.00	P-3	0.00	NM	4	\$360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/13/12	08/19/12	22-----		4		\$90.00			0.00			
18	WJXX	08/08/12	08/10/12	FCN News at 5pm M-F 5-5:30pm	CM	M-F 5p-5:30p --222--	:30	6	\$90.00	P-3	0.00	NM	6	\$540.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--222--		6		\$90.00			0.00			
19	WJXX	08/08/12	08/10/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p --222--	:30	6	\$100.00	P-3	0.00	NM	6	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
		Week: 08/06/12	08/12/12	--222--		6		\$100.00			0.00			

Order / Rev: 704843
 Alt Order #: 06265505
 Flight Dates: 08/08/12 - 08/14/12

Advertiser: Romney, M/ RNC
 Product Desc: RNC-ROMNEY
 Estimate: 17

WJXX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
20	WJXX	08/13/12	08/14/12	FCN News at 5:30 M-F 5:30-6pm	CM	M-F 5:30p-6p 22-----	:30	4	\$100.00	P-3	0.00	NM	4	\$400.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	22-----				4	\$100.00		0.00			
21	WJXX	08/08/12	08/10/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p --211--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
2X MAX/DAY: W														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--211--				4	\$150.00		0.00			
22	WJXX	08/13/12	08/14/12	FCN News at 6 M-F 6-6:30pm	CM	M-F 6p-6:30p 21-----	:30	3	\$150.00	P-3	0.00	NM	3	\$450.00
2X MAX/DAY: M														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	21-----				3	\$150.00		0.00			
23	WJXX	08/08/12	08/10/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p --222--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--222--				6	\$250.00		0.00			
24	WJXX	08/13/12	08/14/12	FCN News at 7p M-F 7-7:30p	CM	M-F 7p-7:30p 22-----	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	22-----				4	\$250.00		0.00			
25	WJXX	08/13/12	08/14/12	Extra M-F 7:30-8p	CM	M-F 7:30p-8p MT-----	:30	2	\$250.00	P-3	0.00	NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----				2	\$250.00		0.00			
26	WJXX	08/08/12	08/10/12	4:30-5p 7/30-8/10 Extra	CM	M-F 4:30-5p --WTF--	:30	3	\$250.00	P-3	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$250.00		0.00			
27	WJXX	08/13/12	08/14/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p 22-----	:30	4	\$250.00	P-3	0.00	NM	4	\$1,000.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	22-----				4	\$250.00		0.00			
28	WJXX	08/08/12	08/10/12	FCN News at 11pm M-Su 11-11:35p	CM	M-Su 11p-11:35p --222--	:30	6	\$250.00	P-3	0.00	NM	6	\$1,500.00
2X MAX/DAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--222--				6	\$250.00		0.00			
29	WJXX	08/08/12	08/10/12	Nightline Nightline	CM	M-F 11:35p-12:05a --WTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$200.00		0.00			
30	WJXX	08/13/12	08/14/12	Nightline Nightline	CM	M-F 11:35p-12:05a MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----				2	\$200.00		0.00			
31	WJXX	08/08/12	08/10/12	GMJ Sunrise M-F 5-6a	CM	5-6a --WTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/06/12		08/06/12	08/12/12	--WTF--				3	\$70.00		0.00			
32	WJXX	08/13/12	08/14/12	GMJ Sunrise M-F 5-6a	CM	5-6a MT-----	:30	2	\$70.00	P-3	0.00	NM	2	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 08/13/12		08/13/12	08/19/12	MT-----				2	\$70.00		0.00			
33	WJXX	08/11/12	08/11/12		CM	GMA Saturday -----S-	:30	1	\$100.00	P-3	0.00	NM	1	\$100.00

